



Foreign Agricultural Service

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## Mexico

### Product Brief

## The Mexican Market for Stone Fruits

## 2001

Approved by:

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**U.S. Embassy**

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**Report Highlights:** The Mexican market for stone fruit imports has potential for slow, but steady, growth over the next couple of years. Competition from local production is strong, especially for peaches, with nationally organized peach growers and scattered plum growers aggressively adapting to price pressure from imports. Currently, the United States supplies approximately 53 percent of Mexico's stone fruit imports, with Chile in second place at 43 percent.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Mexico ATO [MX2], MX

This report is for informational purposes only to assist exporters of US produced food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official US Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the US Agricultural Trade Office nor the USDA endorses any firm contained herein. US exporters should take normal commercial cautions when dealing with any potential importer, including checking credit references.

## **SECTION I. MARKET OVERVIEW**

The products included in this report are fresh apricots, cherries, plums, peaches and nectarines. These products are listed in chapters 080910, 080920, 080930, and 080940 of the Mexican Tariff System.

The Mexican market for fresh stone fruits has increased at annual average rates of 15 percent from US\$173.5 million dollars in 1997 to US\$248.7 million dollars in 1999, and it is estimated that during 2000 the total Mexican stone fruit market was worth US\$271 million dollars. It is estimated that by the end of 2001 the market will increase to US\$296.1 million dollars.

The most accurate official production data available in Mexico is provided through the Mexican Secretariat of Agriculture (SAGARPA). According to SAGARPA, a total of 210,346 Metric Tons (MT) of stone fruit were produced in 1997. During 1998 this amount decreased by 17 percent to only 179,803 MT and during 1999 recovered to 206,775 MT. Although official figures for 2000 are not published yet, it is expected that around 220,000 MT of stone fruits are produced during this year. A forecast for year 2001 indicates a 10 percent increase.

Mexican imports of stone fruit account for approximately 12 percent of the total market while the rest of the demand is covered by domestic production. Imports of stone fruit have increased at annual average rates of over 12 percent, growing from US\$23.4 million dollars in 1997 to US\$33.8 million dollars in 1999. It is estimated that imports of stone fruit for year 2000 reached US\$36.8 million dollars, which we estimate will reach US\$40.2 million by the end of 2001.

Total US exports during this same period accounted for an average of 53.2 percent of the total imports. Chilean exports accounted for 42.5 percent of all imports during the last four years. As things stand at the end of 2000, U.S. exporters are expected to continue to face strong competition from Chilean suppliers in the future. See table 1.

Table 1

**MEXICAN MARKET FOR STONE FRUITS****1997-2001 f**

(US Million Dollars)

	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000e</b>	<b>2001f</b>
Production (1)	\$ 173.5	\$ 196.2	\$ 248.7	\$ 271.0	\$ 296.1
Imports (2)	\$ 23.4	\$ 26.7	\$ 33.8	\$ 36.8	\$40.2
Exports (2)	\$1.9	\$ 0.4	\$ 0.9	\$ 1.1	\$1.3
Total Market	<b>\$ 195.0</b>	<b>\$ 222.5</b>	<b>\$ 281.6</b>	<b>\$ 306.7</b>	<b>\$335.0</b>
Imports as % of Total Market	12.0%	12.0%	12.0 %	12.0 %	12.0%

Sources: (1)-SAGARPA; (2) Secretaría de Comercio y Fomento Industrial-SECOFI (Secretariat of Trade and Industrial Development); and personal estimates;  
e - Estimated; f - Forecasted

<b>Advantages</b>	<b>Challenges</b>
The US stone fruit production season is longer than the Mexican season.	Domestic production is enough to cover over 85 percent of total demand.
The US has a wider variety of stone fruit available, with larger fruit sizes.	Chile is working to produce similar varieties of good quality which creates strong competition for US products.
The packaging process of US stone fruit is superior to other countries.	US prices are sometimes higher than those from other countries, such as Chile and Mexico.
The Mexican government has established working plans that allow the importation of stone fruit from certain areas in the United States.	Mexico's work plans for US fruits sometimes delay the import process since inspections are needed before the importation.

**SECTION II. MARKET SECTOR OPPORTUNITIES AND THREATS****Entry Strategy**

Mexican imports of stone fruit have been increasing steadily between 1997-2000 from US\$23.4 million dollars to US\$36.8 million dollars in 2000. During this period of time, peaches accounted, in average, for 59 percent of total stone fruit imports. The second-largest stone fruit import category was plums, with an average of 31 percent of the total, followed by apricots which accounted for 6.5 percent and cherries accounting for the remaining 3.5 percent. See table 2.

Table 2  
**MEXICAN IMPORTS OF STONE FRUIT**  
**1997-2001f**  
 (US Million Dollars)

<b>Tariff Code Categories</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000e</b>	<b>2001f</b>
<b>080910 - Apricots</b>	<b>\$ 1.2</b>	<b>\$ 1.9</b>	<b>\$ 2.9</b>	<b>\$ 2.3</b>	<b>\$ 2.7</b>
<b>080920 - Cherries</b>	<b>\$ 0.7</b>	<b>\$ 1.2</b>	<b>\$ 1.2</b>	<b>\$ 1.3</b>	<b>\$ 1.5</b>
<b>080930 - Peaches and Nectarines</b>	<b>\$ 14.4</b>	<b>\$ 14.7</b>	<b>\$ 19.4</b>	<b>\$ 21.7</b>	<b>\$ 23.1</b>
<b>080940 - Plums</b>	<b>\$ 7.1</b>	<b>\$ 8.9</b>	<b>\$ 10.3</b>	<b>\$ 11.5</b>	<b>\$ 12.9</b>
<b>Total</b>	<b>\$ 23.4</b>	<b>\$ 26.7</b>	<b>\$ 33.8</b>	<b>\$36.8</b>	<b>\$40.2</b>

Source: Secretaría de Comercio y Fomento Industrial-SECOFI (Secretariat of Foreign Trade and Industrial Development)

e - Estimated

f - Forecasted

Importers/distributors are vital to the success of any imported product since only some of the major retail and few of the major food service chains import directly. Retail buyers cite inadequate distribution--the inability to provide a continual supply and on-time delivery--as the major obstacle why new-to-the-market US products fail in their stores. Consequently, for any US company interested in establishing a presence in Mexico, it is important to have someone --an agent or reliable distributor--who can maintain regular contact with buyers, interface with the government and handle the requisite paperwork, and ensure that customer service is maintained.

There are two sales channels which are appropriate for imported stone fruit. The most effective would be to sell directly to national and regional supermarket chains. The other would be selling through importers who sell to the Central de Abastos, which in turn distributes to hotels, restaurants, and all of the smaller markets in their area.

Modern supermarkets, convenience stores and club stores are already abundant in Mexico and their numbers are rapidly growing.

### **Market Size, Structure, Trends**

There are two major sellers of stone fruit in Mexico. For domestic consumption, the retail sector is the dominant seller while at the wholesale level, hotels, restaurants and retail chains make their purchases at the Central Market (Centro de Abastos).

There are over 2,000 supermarkets throughout Mexico. Most are concentrated in the larger urban areas. The supermarket industry is classified into different categories, depending on the size of the outlet. The breakout is as follows:

**Megamercados (Megamarkets):** They have a sales area of over 10,000 square meters (@100,000 sq. ft). They handle a full line of products including food, clothing, records and CDs, electronic goods, auto parts and products for home improvement.

**Hipermercados (Hypermarkets):** They have a sales area of between 4,500 and 10,000 square meters (@45,000-100,000 sq. ft). They handle a full line of products.

**Supermercados (Supermarkets):** They have a sales area of 500-4,500 square meters (@5,000-45,000 sq. ft). They handle mainly perishable and dry groceries and, in most cases, offer pharmacy services.

**Bodega (Warehouse Stores):** Normally they will have over 2,500 square meters (@25,000 sq. ft) of sales area, and handle a full line of products with a system of discounts for large purchases. There is little emphasis placed on decor or services offered to clients.

**Club de Membresía (Club Stores):** They have a sales area greater than 4,500 square meters (@45,000 sq. ft). They handle a full line of products, sell mainly wholesale and half wholesale (less than case). Customers who shop in these club stores are required to have a membership. Club Stores have become a major distributing force in Mexico and offer a great opportunity for all types of imported food products. The two largest are Sam's Club (28 units) and Price Club (13 units). They target the institutional markets, the three largest being grocery, food service and paper and stationary trades. Sam's Club has become a major player in the restaurant industry, serving over 31,000 restaurants and will soon start delivering to restaurants.

**Governmental Retail Chain (ISSSTE):** The Social Security Administration has a chain of supermarkets (694) which comprises the largest number of supermarkets under one banner in Mexico. They operate under the acronym ISSSTE and range from upscale megamarkets to small supermarkets. The prices are usually more competitive since they are government subsidized.

The largest association for the supermarket and C-store trade is ANTAD (National Association of Supermarket and Department Stores). Their main offices are in Mexico City and once a year they hold the largest trade show for the supermarket trade which occurs in Guadalajara, Jalisco in March. The U.S. Department of Agriculture have endorsed US Pavilions at this show since 1998 and will do so again in 2001.

**Central de Abastos:** Central de Abastos (terminal market) serves as a major source of supply for all types of food related businesses: supermarkets, wholesalers, corner grocers and restaurants. It is estimated that 40 percent of all fruits and vegetables consumed in Mexico, and 80 percent of those consumed in Mexico City, pass through these types of central markets. Every city has a major Central de Abastos or Mercado de Abastos, and multiple smaller markets that resell the fruits and vegetables. If you want to see the Central de Abastos in Mexico City in full-swing, visit during 6:00 a.m. to 9:00 a.m. If you want to have meetings with the trade, go after 10:00 a.m. Because it is a bit of a maze and overcrowded with cars and trucks, it is advisable to get a map at the administration offices before entering.

The Central de Abasto is the only way to effectively reach the traditional smaller ?mercados,”

where most end-consumers purchase their fruits and vegetables.

Official Mexican import statistics listed other countries as exporting processed fruits and vegetables to Mexico during the 1997-2000 period. Main export sales, by principal countries, and their respective market shares are listed below. See table 3.

Table 3  
**MEXICAN IMPORTS OF STONE FRUIT**  
**BY COUNTRY, 1997-2001f**  
(US Million Dollars and %)

<b>COUNTRIES</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000e</b>	<b>2001f</b>
<b>United States (SECOFI)</b>	<b>\$ 14.1</b>	<b>\$ 13.5</b>	<b>\$ 16.8</b>	<b>\$ 19.2</b>	<b>\$ 21.1</b>
<b>Percentage Import Market Share</b>	<b>59.9%</b>	<b>50.6%</b>	<b>49.8%</b>	<b>52.7%</b>	<b>52.5%</b>
<b>Chile (SECOFI)</b>	<b>\$ 8.6</b>	<b>\$ 12.2</b>	<b>\$ 15.2</b>	<b>\$ 15.7</b>	<b>\$ 17.2</b>
<b>Percentage Import Market Share</b>	<b>36.7%</b>	<b>45.5%</b>	<b>45.0%</b>	<b>42.8%</b>	<b>42.7%</b>
<b>Others</b>	<b>\$ 0.7</b>	<b>\$ 1.0</b>	<b>\$ 1.8</b>	<b>\$ 1.9</b>	<b>\$ 1.9</b>
<b>Percentage Import Market Share</b>	<b>3.4%</b>	<b>3.9%</b>	<b>5.2%</b>	<b>4.5%</b>	<b>4.8%</b>
<b>Total</b>	<b>\$ 23.4</b>	<b>\$ 26.7</b>	<b>\$ 33.8</b>	<b>\$ 36.8</b>	<b>\$ 40.2</b>

Source: Secretaría de Economía-SECOFI (Secretariat of Economy and Trade and Industrial Development)

e - Estimated

f - Forecasted

There are two main associations which serve buyers and sellers of fresh fruits and vegetables in the Central de Abastos in Mexico City one is called CEDAAC ( Central de Abastos de la Ciudad de México A.C.) And the other one is called UNCOFYL (Unión de Comerciantes en Frutas, Legumbres, Abarrotes y Locales Comerciales de la Central de Abasto de la Ciudad de México, A.C.). However, there is a recently created association which represents the major importers of food products in the Central Market, they are called UCIEPA (Unión Nacional de Comerciantes Importadores de Productos Agropecuarios). A nationwide organization called CONACCA (National Confederation of Vendors of the Central de Abastos) also can be of help. See contact information at the end of this report.

### SECTION III. COSTS AND PRICES

Mexico has a fifteen percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collects the VAT on foreign transactions upon entry of the merchandise into the country. The following example illustrates how these duties are calculated as compared to a locally produced item.

#### Imported Products

#### Domestic Products

F.O.B. Invoice value	\$100.00	\$100.00
Ad-Valorem duty (6 percent)	<u>6.00</u>	<u>N.A.</u>
Sub-total	\$106.00	\$100.00
Value-added tax (15 percent)	<u>15.90</u>	<u>15.00</u>
<b>Total</b>	<b><u>\$121.90</u></b>	<b><u>\$115.00</u></b>

Customs brokers use this total figure to calculate their fees which usually is 0.5 percent, on average, plus any storage and handling fees.

#### SECTION IV. MARKET ACCESS

At this time only approved fruit packers from California are authorized by the Government of Mexico to export fresh apricots, plums, cherries, peaches and nectarines to Mexico. However, another work plan is being developed for possible implementation in 2001 that would allow exports of cherries from Idaho, Washington and Oregon.

The Mexican market for imports of stone fruit has potential for slow, but steady, growth over the next couple of years. Competition from local production is strong, especially for peaches, with nationally organized peach growers and scattered plum growers aggressively adapting to price pressure from imports. Limited refrigeration, limited technical capacity, and lack of product knowledge can prove significant barriers to importing fine fruits. Also there still remain trade concerns about the Mexican government's mandatory fumigation treatment of peaches and nectarines that limits demand.

California has a distinct advantage in this market, given its geographic proximity, length of export season and distinctive grade availability. Location keeps costs down and helps with consumer acceptance and awareness. Season length puts California products into the market when locally grown fruit is unavailable. And, having both a No. 1 grade and utility grade to offer gives California shippers the ability to supply products to more sectors.

Most stone fruit with a NAFTA certificate of origin currently has a duty of zero percent except for peaches and nectarines which have a four percent duty. All duties will be removed by January 1, 2003.

Stone fruit exported to Mexico must be grown in areas, and packed in facilities, approved by Mexican health and agriculture authorities. Generally speaking, products must undergo post-harvest treatment to ensure the absence of diseases and pests.

Stone fruit exports from the United States to Mexico are conducted under phytosanitary work plans put in place by US Animal & Plant Health Inspection Service (APHIS) and SAGARPA, to establish the methods of fumigation when needed, the necessity of becoming part of a shippers list, or the requirement of exporting to an authorized importer.

Currently, Mexico's phytosanitary access conditions result in many barriers for US stone fruit exports. Few shippers care to, and can afford to, participate in the mandatory export programs. Fumigation can shorten the shelf life of the treated fruit, increase product cost significantly, and



limit product availability. Generally, bad publicity surrounds the use of such treatments on the fruit (peaches and nectarines basically). Plums, in the other hand, while not treated, suffer the same fate through association.

As phytosanitary requirements change periodically, US exporters should contact the APHIS headquarters in Maryland for the latest requirements and approval procedures. They can be reached at (301) 734-8537.

### **Import Documentation**

In order to cross US stone fruits into Mexico, the fruit must be from an approved packer and the fruit must be accompanied by a phytosanitary certificate (obtained from the US Animal Plant Health Inspection Service, APHIS), an invoice, a bill of lading and comply with applicable Mexican labeling requirements. See labeling requirements below.

### **Labeling Requirements**

Stone fruit is sold to retailers in bulk cases but to the public without packaging. The bulk package is required to follow certain labeling guidelines. If the packaged fruit is sold to the public, it must also follow the following guidelines. Each package label must include the following information:

Commercial Name

Exporter's Name and Address

Country of Origin

Product Description in English

Product Description in Spanish

Expiration Date

Net Weight in Metric Units

Importer's Name, Address and Tax Identification Number

With the exception of the product description in English, all of the proceeding information must be stated in Spanish. Official norms regarding imports into Mexico change constantly and exporters are encouraged to review these items with importers or distributors prior to shipping their products.

### **Trade Events**

The leading event for the retail sector is "ANTAD", which is scheduled annually in March at the Expo Guadalajara convention center. This event is organized by the National Association of Retail and Department Stores (Asociación Nacional de Tiendas de Autoservicio y Departamentales, A.C.-ANTAD), which can be contacted at tel.: (011-52) 5580-1772; fax: (011-52) 5395-2610. The Agricultural Trade Office (ATO) in Mexico organizes a US Pavilion at ANTAD promoting business contacts with local distributors and buyers. American firms interested in participating should contact the ATO at: tel.: (011-52) 5280-5291; fax: (011-52) 5281-6093.



Another show for fruit and vegetables is "CONACCA", which is scheduled annually in July at different locations. The 2001 version will take place in the city of Querétaro. This event is organized by the Confederación Nacional de Centrales de Abasto (CONACCA), which can be contacted at tel.(011-52) 5657-3388; fax: (011-52) 5650-0138. The Agricultural Trade Office has had an information booth at this show for the past three years and many US companies have exhibited their products at this show.

### **Specialized Publications**

There are trade magazines that are distributed among retail trade companies. These publications can be an effective tool to reach potential clients/agents/distributors or to conduct a direct mail campaign.

The leading specialized publications are "**Cadenas**," a monthly directed to the Managers and Directors of the retail trade; published by Editorial Multicolor, tel.: (011-52) 5545-6960, fax: (011-52) 5250-8824, contact: Javier Ortiz Camorlinga, General Manager.

"**Abarrotes y Mas**", a bimonthly magazine targeting the retail sector; published by ServiAlimentos Publishing, S. de R.L. de C.V., tel.: (011-52) 5514-8010, 5208-5406, fax: (011-52) 5208-7864, contact: Gerard Delaney, Director General.

Other leading general business publications in Mexico are "**Business Mexico**," published monthly, in English, by The American Chamber of Commerce of Mexico, tel.: (011-52) 5724-3800 ext. 3335, fax: (011-52) 5703-2911, contact: Ms. Diane Hemelberg de Hernández, Editor or Ms. Cristina Bustos, Advertising Dept.

"**MB**", published monthly, in English, by Hemisphere Publishers Group Inc., tel.: (011-52) 5540-7977, fax: (011-52) 5202-8478, contact: Ms. Lorena Jiménez, Advertising Director.

### **SECTION V. KEY CONTACTS AND FURTHER INFORMATION.**

The US Agricultural Trade Office (ATO) in Mexico carries out a variety of services geared to helping both first time and seasoned US exporters sell and promote their products in Mexico. The ATO provides background information on many aspects of the Mexican market and suggests strategies which US firms and associations might follow in evaluating their product's sales potential. In Mexico there are a number of non-profit US commodity groups and trade associations that work with the ATO to develop and service the Mexican market. Several US State regional agricultural groups (WUSATA, MIATCO, etc.) are represented in Mexico by Marketing Solutions; Grupo PM, which is located in Cuernavaca, Morelos, is dedicated to developing the Mexican market for stone fruits. Contact information for these offices is listed below.

#### **US Embassy-Agricultural Trade Office-ATO, USDA**

Jaime Balmes No. 8-201; Col. Los Morales Polanco

11510 México, D.F.

Tel.: (011-52) 5280-5291, 5280-5277, 5281-6586

Fax: (011-52) 5281-6093

Web page: [www.atomexico.gob.mx](http://www.atomexico.gob.mx)

Contact: Chad R. Russell, Director

Office of the U.S. Department of Agriculture which assists U.S. firms in the promotion and market development of their agricultural, fishery and forestry products in Mexico.

**Office of Agricultural Affairs**

US Embassy

Paseo de la Reforma 305, Col. Cuauhtemoc

06500 Mexico, D.F.

Tel 011-525-209-9100 extn 3750

Fax 011-525-208-2115

e-mail: [AgMexico@fas.usda.gov](mailto:AgMexico@fas.usda.gov)

**Grupo PM**

Mercurio No. 24; Col. Jardines de Cuernavaca

62360 Cuernavaca, Morellos

Tel.: (011-52-7) 316-7370

Fax: (011-52-7) 316-7369

E-mail: [grupopm@grupopm.com](mailto:grupopm@grupopm.com)

Contact: Luis Moreno, Director

**Marketing Solutions**

San Juan de los Lagos No. 52; Col. Santa Mónica

54050 Tlalnepantla, Estado de Mexico

Tel.: (011-52) 5362-7407

Fax: (011-52) 5362-6724

E-mail: [mktsolut@mail.internet.com.mx](mailto:mktsolut@mail.internet.com.mx)

Contact: Raúl Caballero, Director

**SAGARPA-Secretaria de Agricultura , Ganaderia, Pesca y Desarrollo Rural (Agriculture Secretariat)**

Centro de Estadística Agropecuaria

(Trade Data Information Center)

Benjamín Franklin No. 146; Col. Escandón

11800 México, D.F.

Tel.: (011-52) 5271-7711 ext. 121 o 120

Contact: Ing. David Sánchez. This office provides statistical information in agricultural production and trade.

**SECOFI-Secretaría de Economía**

Información Comercio Internacional

(Secretariat of Commerce and Industrial Promotion, Foreign Trade Information)

Alfonso Reyes No. 30-PB; Col. Hipódromo Condesa

06710 México, D.F.

Tel.: (011-52) 5229-6100 ext. 3395 & 4949

Web Page: [www.secofi.gob.mx](http://www.secofi.gob.mx)

Contact: Rocío Ruíz Chávez, Director

Office of SECOFI which provides general information related to NAFTA.

### **AMCHAM-American Chamber of Commerce**

Lucerna No. 78-4; Col. Juárez

06600 México, D.F.

Tel.: (011-52) 5724-3800

Fax: (011-52) 5703-2911

E-mail: [chawkins@amchammex.com.mx](mailto:chawkins@amchammex.com.mx)

Contact: Christine Hawkins, International Trade and Investment Consulting, Director

A non-profit organization which groups U.S. companies in their business activities in Mexico.

### **Retail Sector**

<b>Organization</b>	<b>Section</b>	<b>Address</b>	<b>Telephone/fax Internet</b>
Nueva Walmart de Mexico, S.A. de C.V.	Purchasing	Av. Universidad # 936 A Col. Santa Cruz Atoyac Delegación Benito Juárez Director Compras Abarrotes CP 03310 México D. F.	Tel: (011)(525)327-9311 Fax. (011)(525)420 02 09 <a href="http://Aurrera.com">Aurrera.com</a> ó <a href="http://Walmart.com">Walmart.com</a>
Gigante, S.A.de C.V.	Purchasing	Av. Ejercito Nacional 769-A Nueva Granada 11520 Mexico D.F.	Tel: (011)(525)255-9998 Fax. (011)(525) 269-8381
Operadora de Comercial Mexicana	Purchasing	Av. Adolfo López Mateos #201-4o. Piso Col.Santa Cruz Acatlán 53140 Naucalpan, Edo. Mex.	Tel: (011)(525) 5371 7446 Fax. (011)(525) 5371 7495 <a href="http://www.comercialmexicana.com.mx">Http://www.comercialmexicana.com.mx</a>
Seven-Eleven Mexico, S.A. de C.V.	Lic. Francisco Mendoza, Purchasing Director	Av. Munich 195-B Col. Cuauhtemoc 66450 San. Nicolas de los Garza, Monterrey, N.L.; Mexico	Tel: (011)(528) 158 0711 372 1572 Fax: (011)(528) 376-2171
Cadena Comercial OXXO, S.A.de C.V.	Sergio Estrada, Purchasing Director	Edison 1253 Norte. Col. Talleres 64480 Monterrey, N.L.; Mexico	Tel: (011)(528)389-2121 Fax: (011)(528)333-7030

CUMEXTRA, S.A. de C.V.	Lic. Antón Martínez	Cuitláhuac #116 Col. Lorenzo Boturini 15820, México, D.F.	Tel: (011)(525) 768 5050 Fax: (011)(525) 764 4103
Tiendas Chedraui, S.A. de C.V.	Sr. Primo Alavarez, Purchasing Director	Priv. Antonio Chedraui Caram S/N Encinal 91180 Xalapa, Veracruz; Mexico	Tel: (011)(528)14-4700 Fax: (011)(528)14-4806
Organización Soriana, S.A. de C.V.	Sr. Mario Garcia	Alejandro de Rodas 3102-A Cumbres Sector 8 64610 Monterrey, N.L.; Mexico	Tel: (011)(528)329-9000 Fax: (011)(528)329-9301 Jcortezasoriana.com.mex
Casa Ley, S.A. de C.V.	Alvaro Ley, Director	Carr. Int. Nte. Deportiva Km. 1434 Humaya 80020 Culiacan, Sinaloa; Mexico	Tel: (011)(567)59-1000 Fax: (011)(567)50-5052
Carrefour-Grandes Superficies de Mexico, S.A. de C.V.	Sr. Xavier Lannes	Av. Pte. Mazarik 216-2 Col. Polanco Mexico D.F. 11579 Mexico	Tel: (011)(525)283-2900 Fax:(011)(525)283-2926 Martfdeza@hotmail.com
Asociacion Nacional de Tiendas de Autoservicio y Departamentales- ANTAD (National Association of Retail and Department Stores)	Efren Casas	Horacio 1855-6 Col. Polanco Mexico D.F. 11560 Mexico	Tel: (011)(525)580-1772 (525) 580-0641 Fax (011)(525)395-2610 www.antad.org.mex

### Stone Fruit Wholesalers/Importers

#### Comercializadora la Cuesta

Bodega K-117, Central de Abastos; Col. Ejidos del Moral  
09040 México D.F.

Tel.: (011-52) 5694-9843, 5694-7452

Fax: (011-52) 5694-7332

Contact: Higinio Cuesta Rodríguez, Director General

**FRUVE**

Bodega L-84, Central de Abasto; Col. Ejidos del Moral  
09040 México, D.F.  
Tel.: (011-52) 5694-6053

Fax: (011-52) 5694-6173  
Contact: Jaime Jiménez, Director

**Aligen, S.A de C.V.**

Bodega R-156, Central de Abastos; Col. Ejidos del Moral  
09040 México, D.F.  
Tel.: (011-52) 5694-0571

Fax: (011-52) 5694-3593  
Contact: Ernesto Cordero Leal, Director Asociado

**Frutas Mayra**

Bodega Q-173, Central de Abastos; Col. Ejidos del Moral  
09040 México, D.F.  
Tel.: (011-52) 5694-3072

Fax: (011-52) 5694-2294  
Contact: Manuel Lopez, Director

**Vidimport**

Bodega K-11, Central de Abastos; Col. Ejidos del Moral  
09040 México, D.F.  
Tel.: (011-52) 5694-4229

Fax: (011-52) 5694-6881  
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